



WPTV

# ORDER

Print Date 09/11/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision      **310457 /**

Original Date / Revision  
09/07/12    09/10/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product  
**American Crossroads**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **953**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 41%    Market Value 36097

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	59%	21297
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	7	\$12,580.00	\$14,800.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$12,580.00</b>	<b>\$14,800.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	7	\$12,580.00	\$14,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--- 1---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	--- 1---			1		\$850.00		0.00				
N 2	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	---- 1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	---- 1--			1		\$1,200.00		0.00				
N 3	WPTV	10/02/12	10/08/12	Monday Prime C REVOLUTION	CM	10-11p	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00



**WPTV**

Print Date: 09/11/12

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Contract / Revision    **310457**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/07/12/    09/10/12

Order Sep    00:20:00

Advertiser    **American Crossroads**    Product **American Crossroads**

Estimate #    **953**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/02/12	10/08/12	Monday Prime C REVOLUTION	CM	10-11p	1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1-----					1	\$3,000.00		0.00			
N 4	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1-----					1	\$750.00		0.00			
N 5	WPTV	10/02/12	10/08/12	Tuesday Prime C PARENTHOOD	CM	10-11p	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-1-----					1	\$3,000.00		0.00			
N 6	WPTV	10/02/12	10/08/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1----					1	\$2,500.00		0.00			
N 7	WPTV	10/02/12	10/08/12	Thursday Prime C ROCK CENTER BRIAN V	CM	10-11p	---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---1---					1	\$3,500.00		0.00			
Totals														7	\$14,800.00